

The Effect of Context in Eliminating Interpretation Problems of Screen Subtitles for the Promotion of Intelligible Film Language

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Abstract : Arguably viewers hardly benefit from screen subtitles due to the inconsistency between scenarios and their subtitles. Research in this area will provide an understanding of the association between these scenarios and subtitles via context. It attempts to eliminate the inconsistency existing between contexts and screen subtitles providing insights into the problem. Specifically, the study aims at examining the extent to which the understanding of screen subtitles largely depends on the force of linguistic and situational contexts. This is because the context is assumed to have a powerful effect on the interpretation of the source text. Both descriptive and experimental methods were adopted for data collection. These included a test and paper-pencil-questionnaires where participants provided their impressions about the role of context in eliminating interpretation problems of screen subtitles. Participants developed a good background about screen subtitles watching films. Results showed that context forms a powerful element in understanding screen subtitles. Results also revealed that communicative translation fits well screen translation boosting the contextual meaning. The association of context and communicative translation makes subtitles globally more economical and intelligible. Context forms a central element for film language to be intelligible.

Keywords : communicative translation, context, scenario, powerful, intelligible

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